

Uninsured
Quit Line Data Summary
January 1 - March 31, 2003

	Uninsured	State
Number of Calls to Quit Line	N = 748	N = 4,042
Percent of Statewide Calls	29.6%	100.0%
Percent of State Population in County¹	NA	100.0%
	Uninsured %	State %
Gender	N = 739	N = 3,581
Female	53.3%	62.2%
Male	46.7%	37.8%
Race/Ethnicity	N = 701	N = 3,087
People of Color	11.7%	12.9%
White	88.3%	87.1%
Age	N = 745	N = 3,298
Less than 18 years old	0.1%	1.8%
18 - 24 years old	17.4%	14.6%
25 - 34 years old	27.4%	23.1%
35 - 44 years old	29.9%	27.0%
45 years and older	25.1%	33.5%
Education	N = 740	N = 3,197
Did not graduate high school	17.6%	19.2%
High school graduate	35.1%	32.7%
Some college/vocational school	39.3%	36.6%
College graduate	8.0%	11.4%
Caller Type	N = 743	N = 3,656
General Information	0.1%	9.4%
Health care provider	0.0%	3.2%
Tobacco user	99.9%	87.4%
Payer Type	N = 748	N = 2,529
Uninsured	100.0%	29.6%
Heard About	N = 684	N = 3,148
Past caller	7.3%	9.1%
Employer/worksites	0.1%	0.7%
Health care provider	16.1%	24.8%
Television	18.4%	18.3%
Outdoor advertisement (billboard/bus/wall)	5.7%	4.9%
Targeted mailing	0.1%	0.2%
Great Start	0.1%	0.1%
Radio	1.2%	1.9%
Newspaper/Magazine	1.0%	2.5%
Brochure/Newsletter	8.3%	8.2%
Family or friend	35.8%	24.2%
Health Department	5.0%	4.5%
School	0.7%	0.7%